

REFERENCE DESIGNATION U.S. PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER Number-Kind Code (if known)	DATE	NAME	CLASS/ SUBCLASS	FILING DATE
ИL	D1	5,778,367	07/07/98	Wesinger, Jr. et al.		
1	D2	5,862,223	01/19/99	Walker et al.		
T	D3	US 6,285,987 B1	09/04/01	Roth et al.		

EXAMINER INITIAL		OTHER ART (Including Author, Title, Date, Pertinent Pages, etc.)				
II_	D4 News of The Week articles, <i>Telephony</i> , May 1, 1995, pages 8 and 10.					
1	D5	Nuts 'N Bolts articles, Target Marketing, October 1997, 1 page.				
	D6	DoubleClick TestIt!, obtained at the internet address: http://web.archive.org/web/19980205034316/www.doubleclick.com/nf/adinfo/testiset.htm, dated 10/16/2002, 4 pages.				
	D7	DoubleClick Frequently Asked Questions, obtained at the internet address: http://web.archive.org/web/19980205033925/www.doubleclick.com/nf/adinfo/facts.htm, dated 10/16/2002, 5 pages.				
	D8	"New Service Puts Ad Auction, Search Engine Under One Roof", article from Electronic Advertising & Marketplace Report, Simba Information, Inc. April 28, 1998, 2 pages.				
	D9	Google Search, communication from Jeffrey Brewer at Jeffrey@goto.com, titled "Need reverse stemming software", dated May 27, 1998, obtained at the internet address: http://groups.google.com/groups?selm=356CEE4A8DE882A8%40goto.com, on 12/19/02, 1 page.				
	D10	Ketchpel, Steven P. et al. "U-PAI: A Universal Payment Application Interface", conference material article from the Second USENIX Workshop on Electronic Commerce Proceedings", Oakland, California, November 18-21, 1996, 17 pages.				
	D11	Schwartz, Randal L., "Click-Through Tracking in Perl", Web Techniques, dated May 1998, located at the internet address: www.webtechniques.com, 3 pages.				
	D12	Van Roeden, Adriaan, "Your Own Search Engine With SWISH, A Custom Search Facility For Your Web Site", <i>Web Techniques</i> , dated November 1996, located at the internet address: www.webtechniques.com, pp. 63-66 pages.				
	D13	Full Catalog – Categories Menu, Sun Microsystems Sun Solutions Catalog, obtained at the internet address: http://web.archive.org/web/19981205110211/solutions.sun.com/catalogs/all/index.htm, printed on 12/19/02, 2 pages.				
	D14	Help on Making Queries – Search by Company or Product, obtained at the internet address: http://web.archive.org/web/19981203050002/solutions.sun.com/search-help.htm, printed on 12/19/02, 4 pages.				
V	D15	Online Updating, Sun Microsystems Sun Solutions Catalog obtained at the internet address: http://web.archive.org/web/19990220190636/solutions.sun.com/editmodule/help.html, printed on 12/19/02, 2 pages.				

EXAMINER UYEN DE	DATE CONSIDERED 18 Feb 04
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EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.